

DREAMS

ADMIRA

ISSUE 02



ADMIRA

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#ADMIRAHPL

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A MESSAGE FROM

JAKE TAN

EXECUTIVE DIRECTOR ADMIRA



It has been a few interesting months since our last issue of Dreams.

One of the exciting projects Admira has embarked on in the last few months is our collaboration with NAFA in this year's SingaPlural. I was pleasantly surprised by the many different applications the young designers of NAFA had come up with, which showcased our products in ways I never thought possible. I learned a lot from these students, and I hope they did so too from this experience. We have featured the top three prize winners in our coverage of the ADMIRA x NAFA collaboration in this issue.

For our Talks section, we have interviewed two of my good friends who are trendsetters in their areas of design expertise. Firstly, Phillips Connor, interior designer of the iconic nightclub, Zouk, in Singapore and Malaysia, where Phillips and I have shared some good times. We also had a nice chat with renowned furniture designer, Jarrod Lim (his "The Dragon" rocking horse is one of my personal favourites!).

I always enjoy meeting my customers who use ADMIRA's products in their home. It was, therefore, a great pleasure to know Omar Bassalti, his wife Ling and his family. When we first met, Ling was expecting their second child. We went through the selection of the laminates and chronicled the renovation of their new home right until they moved in with their newborn. The whole experience is covered in our Special Projects section, My First Home. The video can also be found on ADMIRA's Facebook and YouTube channel. I wish my friends, Omar and family, all the best in their new home and congratulate them on their newborn son, Caesar.

Jake Tan

NEWS

SINGAPLURAL 2017

THE STORIES OF GIFT BY ADMIRA x NAFA

The act of gifting is as old as human beings. From the tooth of an animal to intricate vases, gifting has always been an integral part of human traits and culture.

Gifts have evolved immensely over time, and today, we are able to find gifts readily and affordably. However, with the overabundance of commercial gifts, the intrinsic meaning of a gift may have also been lost along the way.

Twenty-six second-year NAFA students reading a course in Diploma in Design (Object & Jewellery) have been guided by local interdisciplinary design outfit, Creativeans, to design and exhibit prototypes of their exploration of gifts, using laminates by surface design company, ADMIRA.



Established in 1938, the Nanyang Academy of Fine Arts (NAFA) is Singapore's pioneer arts institution. The Academy is known for its rigorous and high-quality curriculum, innovative and practitioner-led teaching approach, diverse artistic creations and community outreach.

The Academy offers full-time diploma and degree programmes across three schools: the School of Art and Design (fine art, design and media, fashion studies and 3D design), the School of Music and the School of Arts Management, Dance and Theatre. Diploma courses are aligned with the degree courses offered in partnership with reputable universities in the United Kingdom.

NAFA's courses are designed and delivered by experienced art educators and leading industry practitioners. NAFA's academic schools regularly review and refine their curriculum to reflect the changing needs of the industry.

Since 1999, NAFA has received polytechnic-level funding from Singapore's Ministry of Education. In 2011, NAFA became the first comprehensive arts education institution in Singapore to be awarded the four-year EduTrust certificate from the Committee for Private Education. It received its second four-year certification in 2015.

www.nafa.edu.sg

As a curricular project, students have been tasked to investigate and challenge the typology of a gift, starting from the material and the recipient, and go on a journey to discover what defines the gift itself.

ADMIRA is engaging students in this project as part of the company's Corporate Social Responsibility activities, to nurture the next generation of budding design talents and promote their design creativity.

"For this collaboration with NAFA, I hope that all students will be able to learn something new from this whole experience and to express themselves creatively through our products. This exploration will definitely show how laminates can be used in ways never imagined before" says Mr Jake Tan, Executive Director, ADMIRA.

“From a material into an object, and from the object into the hands of the recipient, what stories can we create?”



SINGAPLURAL 2017 LIGBRON

TRIVICIKA PRAMESTI WIJAYA



Hugging is a symbol of love, and being loved by someone can be the greatest gift one receives. This lamp is made from a single sheet of laminate that was bent to form the lamp shade. It lights up and fills the room with textures and forms from the shadows created by the patterns of the lamp. Here, the hug is symbolised by the technique of bending that was used to make the lamp shade.



JFS 1040 G
EMPERADOR MARBLE

CRAFT THE LIGHT OF LIFE

DAVID JONATHAN UI



This is a gift that symbolises giving a part of your life to the recipient. The light represents your life while the craft is inspired by the quote “you are the captain of your own ship”. The waves impersonate the ebbs and flows in life.

The structural body of the craft represents life itself. Furthermore, the form of the craft resembles an origami boat which is finished in white, depicting purity and kindness. ADMIRA Clean White laminate is used to resemble the feel and texture of paper and at the same time, allow light to pass through, thereby creating a soft shadow.



JBQ 7112 N
CLEAN WHITE

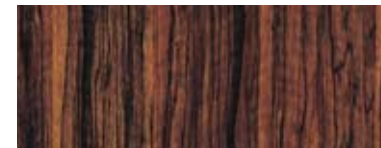
E.G.G.

JONATHAN GUSTANA



E.G.G is a unique gift container that can be used to showcase the gift inside. Its overall form was inspired by an egg, which represents life and its beginning.

ADMIRA Berlinia Wood laminate was used to symbolise evolution of a tree – from a fragile plant to a fully-grown tree from which people can appreciate, benefit and take shelter. A pleasant surprise awaits the recipient who, upon opening E.G.G, is greeted with a familiar shape of “love”, formed by the extended panels of the container, thus expressing the giver’s desire to share love.



QBG 7986 AW
BERLINIA WOOD



JHV 1327 MR
BLACK MIRROR

GIFT FOR THE PRESENCE
YOON HAE MIN



MULTIFUNCTIONAL HOLDER
TAO ANRUI



ASCEND
STEPHANIE DEVINA WIDJAJA



DONUM NATURAE
LOO XING YU JACQUELINE



ROH
IRENE EFIA TANIADY



DECK OF CARDS
ALEXANDRA YAP

NEWS

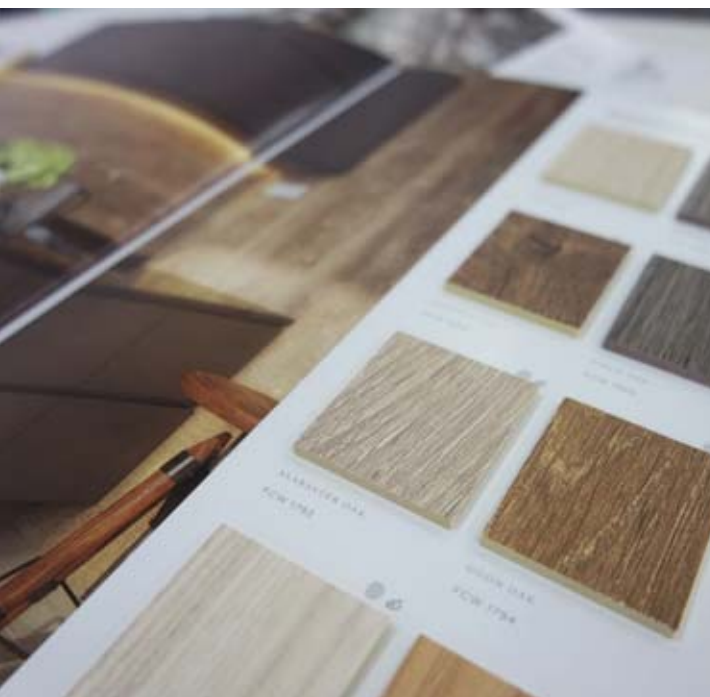
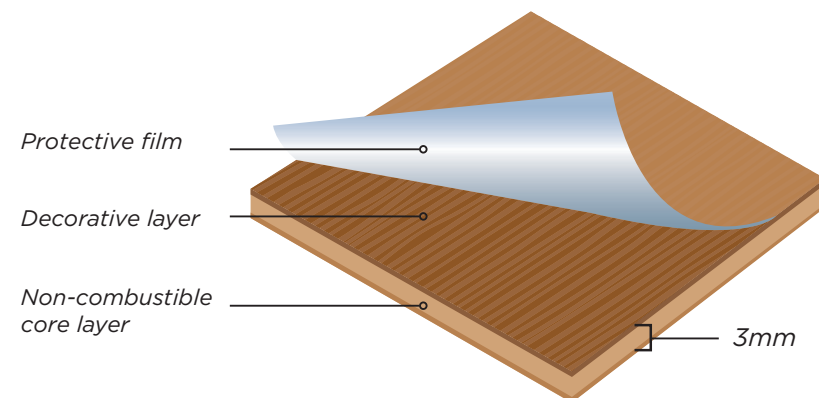
ADMIRA CERARL COLLECTION

THE NEW COLLECTION IS OUT NOW!

The revolutionary lightweight, fire retardant and water resistant CERARL material that made waves in the industry with its introduction in 2013 returns with an improved selection of designs. Perfect for any environment with its waterproof surface and its unique anti-bacterial property, CERARL is the perfect choice for areas where hygiene plays a big role.

Installing CERARL is a breeze and reduces renovation time from weeks to days. Fittings last longer, thanks to CERARL's tough impact-resistant qualities. Best of all, its sleek, seamless finish gives a classy fine touch to any space.

CERARL STRUCTURE



CERARL FCW 1711
TORINO WALNUT
(WOODGRAIN FINGERPRINTLESS)

Artistic impression only.

TALKS

PHILLIPS CONNOR

INTERIOR & FURNITURE DESIGNER, PHOTOGRAPHER

You are a Photographer, Interior and Furniture designer, and your work spans across these 3 areas. Where do the inspirations come from?

I've been in Singapore for over 30 years now, and my primary role has been a design consultant. I've been involved in many different types of design. So whereas many designers specialise either in corporate, hospitality or F&B space, I tend to do a little bit of everything.

What inspires me is the convergence of these different types of design. For example, my approach to hospitality design tends to be very "high-touch" – I am meticulous in details and sensitive to finishes, lighting, environment and atmosphere. I find that it is essential to take those aspects of my work to corporate space as well, with an emphasis on lifestyle and experience.

As designers, I find that we're always trying to do something new and exciting – trending, pop-up styles, etc. – but the key thing to me is that the being in, through or of the space must be memorable. It should give a positive experience and bring that experiential value into multiple aspects of our lives. All of this is what keeps me interested – the different types of work, cross references, and of course the cultural challenges of working within many countries here in Asia.

This "inclusive" approach leads to my real passion, other than design: travelling. What I try to gain or learn from travelling is the interaction with people, environment, landscape, customs and culture, even logistics. At the end of the day, it's all about the environment and atmosphere, and the detail(s) that pervade them. I want design to make an impression, help people to feel that they're at some place special; welcoming, and always appropriate to use and experience. If you've successfully achieved this as a designer, it should be recessive and omni-present, not even noticeable by most, but intrinsically valuable.

What led you to landmark projects like the iconic nightclub, Zouk?

I came to Singapore at 25, leading large scale projects for workplace. Opportunities arose to develop the environments and product ranges for some of the first designer product lifestyle stores in this part of the world, and these connections led me to the work for Zouk.

(Note: Zouk Singapore is now located in Clarke Quay's Cannery Block)

When did you get to know ADMIRA? What made you decide to choose from its collections? What is your special fixation with ADMIRA's Black Holographic laminate about?

I have been familiar with the brand since the early days of my career in Singapore. I'm always looking for unique materials and new textures. I'm never truly satisfied unless my range of sources is vast and varied, sometimes to the point where I must engineer specific materials solutions myself. ADMIRA has been a reliable partner when it comes to supporting my work because most of my projects comprise lots of custom-built features, furniture, and other elements. Hence, I'm always looking beyond the standard colour collection. I seek out distinctive texture, pattern, dimensionality, scale and size.

The Black Holographic Wave laminate is a beautiful product. It has such depth, and I have yet to find anything that surpasses its characteristics. I like the obvious quality and design thought that has gone into such a unique range of surfaces. I usually resist the many laminate suppliers that follow the popular trends and are only able to offer you ten thousand different types of woodgrains!

Traditionally, I had the tendency to reject the use of fake representations of wood, but the woodgrain laminates are getting so much more realistic these days. An interesting micro-pattern or a new texture catches my eye, especially when they can tell a story. That's what I like about the ADMIRA's Black Holographic Wave design.

“You want an impression,
you want people to feel they
are at some place special.”



And it works really well, particularly in the clubbing or bar environment. With the refraction and deflection of light, it can do wonders to the ambience.

Typically, when we need to design an environment with different types of spaces and uses, we need a range of colours or saturations. Any pattern, texture or material with a range of dark and light, greys, neutrals, or a colourway, would be ideal and easily utilised.

Would you like ADMIRA to provide or perhaps even to inspire you with products that are not available in the market?

Yes, I would, especially when I needed to discuss a new project with my suppliers. Jake, for instance, would often source for unique patterns, and when he presented his catalogue, I would think “I can use this for something!”. This is a pretty special partnership – mutual understanding and his ability to anticipate my needs. Sometimes, he would pique my interest by saying, “Oh, I was just at a trade show in Germany, and unlike Europe, those modern decor papers are too fanciful for Singapore.”

I like to be involved in this kind of conversation, as it helps us as designers to seek out products we would otherwise not have noticed. I’m not a designer who conforms to a particular style. In an industry like ours, suppliers have to find a way to anticipate trends, be relevant and supply interesting products. They should be doing more market intelligence work. One of the most direct and interactive ways is to ask the designers what they want. Surely we’ll be more than happy to share our ideas.

Do you think material influence or inspire design?

Definitely. In fact, I’m surprised by the number of designers who do not work that way in Singapore. They don’t integrate materiality into their design process. I would go to my library, pull out my materials, display them on a table to create a palette, a story, and start thinking about the environment I want to create.

Many designers in Singapore, particularly the younger ones, are creating their work with just their computer. They work in sketch up, or 3D, and they look at planes and forms on the computer without knowing the details in the space. Details, even the slightest difference, make a big difference. Unfortunately, some designers don’t understand their importance well enough.

INTERVIEW BY ADMIRA



▲ ZOUK SINGAPORE VELVET UNDERGROUND (2011)



▲ ZOUK SINGAPORE (2016) PhotoCredits: ColossalPhotos



▲ ZOUK COMPLEX KUALA LUMPUR (2015)

TALKS

JARROD LIM

FOUNDER JARROD LIM

What is Jarrod Lim Design about?

I design. I design anything that people need – from products, interior, graphics, gadgets to toys. In other words, everything.

Is there a particular field where you either enjoy more, or you feel a sense of belonging?

Furniture is still my favourite area, but it is also the toughest business to be in. Nowadays, it is hard to run a viable design business based solely on furniture design.

Do you think this is a Singapore-specific problem or a global phenomenon?

It is probably worldwide. I mean, there are only so many furniture companies to work for, and so many designers are interested in furniture designing. That's why I sort of started to do more stuff. I think everyone's thinking the same thing – just start doing lots of different things. But then, it is also interesting to do stuff like accessories and interior designing.

How did your career as a designer begin?

I was working in an industrial design consultancy in Melbourne right after I graduated, dealing with plastic products. But that was only short-term. After that, I joined an outdoor furniture company in Melbourne, working on government projects. The company had its own factory, which was quite common in Australia. While working there, I spent a lot of time in the factory getting to know the guys making the furniture, and that really made me fall in love with furniture.



“Speed
and the
international
thinking.
This is the
Singapore
influence”

I enjoyed spending my time in the factory more than working with AutoCAD, which was boring to me. Thus, I decided to go back to school to get another diploma in Australia.

Are you also an interior designer?

After getting my second degree in Furniture Design, I worked with Patricia Urquiola in Milan for two years. I did interiors, showrooms and exhibitions, and I continued working in these areas even after moving to Singapore. The interior design work rolled in when I started getting big projects for hotels and their custom furniture pieces.

For which project had you extensively used laminates?

I used laminates for Oasia Hotel in Tanjong Pagar, which was developed by Far East Hospitality. WOHA Architects was the architect studio in charge, and Patricia Urquiola was asked to collaborate on the interior. It was a lot of work: we did 314 rooms, four swimming pools, four restaurants, lobbies and bars. For all the rooms, the doors, the shelves, the cupboards and the interior of the cupboards, we used ADMIRA's laminates. Patricia was very specific about her material preference, so we got boxes and boxes of samples that Patricia liked and wanted to use from Italy to Singapore, and half of the time, my job was to look for exact matches for these materials. For laminates, ADMIRA provided us with the best solutions.

How has Singapore influenced you in your design?

The first thing is speed. Secondly, it is the international mindset because you are forced to think that way. I think these are the two things that have changed me a lot in terms of how Singapore has shaped my design process.

INTERVIEW BY ADMIRA



SPACES

ADMIRA

Ever wondered if there could be a better way of designing your interior space?

Have a look at ADMIRA's past projects and learn more about how our laminates can help add vibrancy and depth to your design.

SPACES ADMIRA CERARL

BY DREAM UNIT PICTURES

The revolutionary lightweight, anti-bacterial, fire-retardant and water-resistant CERARL surface material from Japan returns with an improved selection of designs in 2017. Suitable for areas such as kitchen backsplash, washrooms, lift lobbies, this easy-to-clean, sleek, seamless finish gives a classy, fine touch to any location.

CERARL can be easily worked on and installed onto any existing wall surface and drastically reduces renovation time from weeks to days.

www.admira.sg



CERARL ACS 1913
CORONA MARBLE

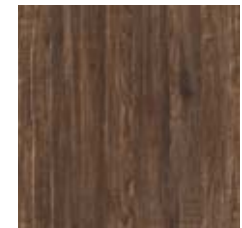
MODERN CONTRASTS

BY FUSE CONCEPT PTE LTD

Vintage style ornaments and furniture were carefully chosen to create a timeless flair.

Industrial features such as raw, rough textures and dark tones were complimented by unsullied surfaces to achieve a high contrast for this Modern Remake at Punggol Waterway Terrace I.

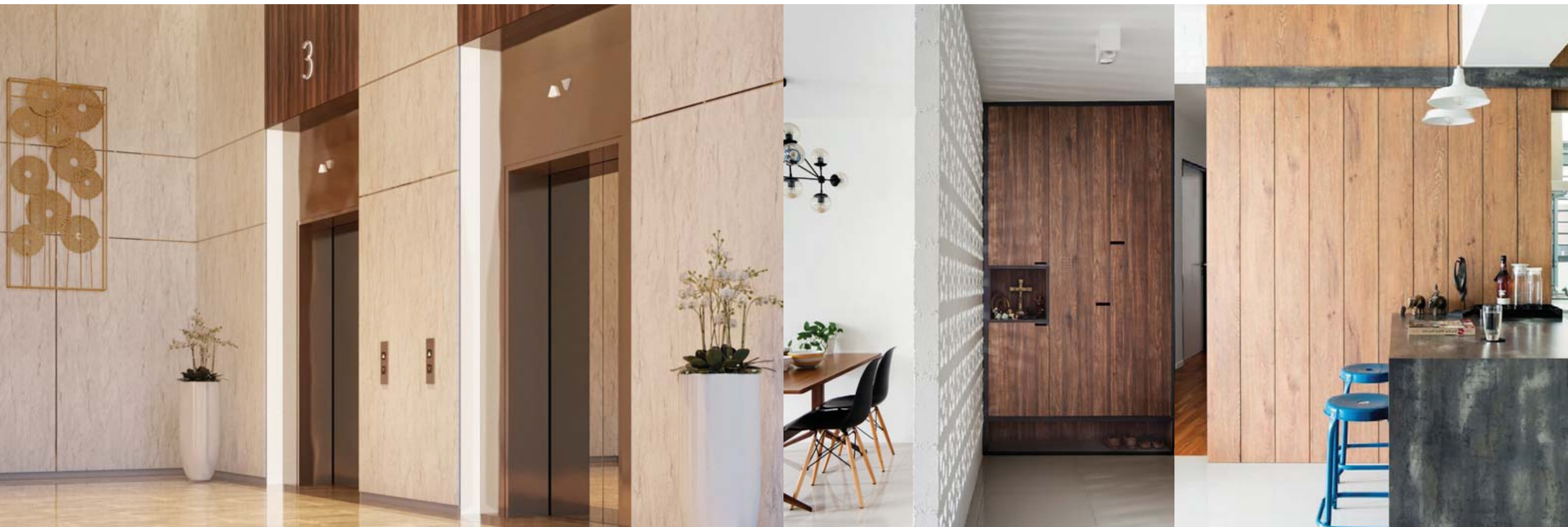
www.fuseconcept.com.sg



QAG 889 RW
NOVE VINTAGE



QBK 794 W
OGOON OAK



CONTEMPORARY CHARM

BY HUE CONCEPT INTERIOR DESIGN

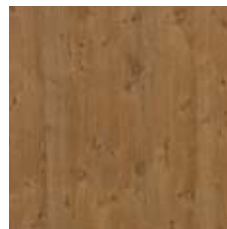
A daring combination of fashionable styles, with Geometric tiles in the kitchen, Scandinavian brick walls in the living room and Barn-like doors in the bedroom resulted in a one-of-a-kind home.

This curated living space is a unique blend of classic charm and contemporary design with various appealing touchpoints in every corner.

www.hueconcept.com



QJG 2327 AU
MARACAIBO



QDK 5306 FG
PIPPY OAK



QDK 3710 W
HIGH END
WALNUT (DARK)

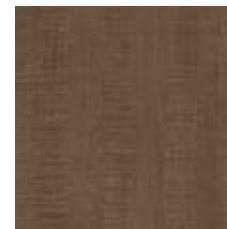
RUSTIC INDUSTRIAL

BY ID EMBOSS PTE LTD

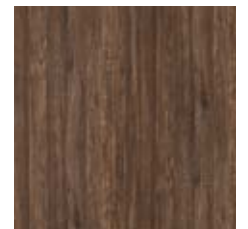
A rich mixture design of both industrial and rustic styles that created a homely warmth.

This apartment on Sago Lane gives the feeling of soothing brew with a perfect blend of sawcut woodgrain designs and modernity choice in lightings and furniture attributed to this living space.

www.idemboss.com



QAG 882 RW
ROBLE



QAG 889 RW
NOVE VINTAGE



VINTAGE FUSION

BY INTERI LIVING

This kitchen design at SkyTerrace @ Dawson gives a vintage modern mix of old and new, with the indicative feel of mid-century style.

The traditional-looking pendant lights, as well as the usage of black corner edges and walnut woodgrains, brings the vintage back to the present.

www.interiliving.com



QEG 3434 DM
WALNUT LYON (LIGHT)



COMFY WOODS

BY NEXTDOOR ID

Large windows, unique or odd shapes, in harmony with the surrounding landscapes make this living room @Skypark Residences an admirable space in interior design modernity.

Using a lot of natural walnut with details of clean lines and clean solids, an aura of comfort and sustainability makes this a “West Coast Contemporary” style of home.

nextdoorid.com



QBK 3001 W
WALNUT LYON



SPECIAL PROJECTS MY FIRST HOME

CELEBRATING FAMILIES. CELEBRATING HOMES

ADMIRA is excited to present our new initiative, “My First Home”. In this issue, follow the journey of Omar, Ling, Victoria and baby Caesar as we help make their dream home come true.

On 20th February 2016, the Bassalti family finalised the loan approval from the Housing and Development Board (HDB) for their 5-room HDB apartment in Punggol and began their journey of creating their own dream home. Ideally, they hoped to be able to complete the renovation of their apartment by September 2016 before the birth of their youngest son, Caesar.

An Italian mechanical engineer living in Singapore since 2010 and also the President of the Italian Association of Singapore, Mr Omar Bassalti is a practical man who likes simplicity and focuses on the needs of his family. On the other hand, his

sales manager wife, Ms Ling Loh, desires classiness and functionality for her two children who will be sharing the new space with them. Victoria (or Vicky) is a vivacious two-year-old who will have her very own play space and room in this new flat. There will also be a nursery room for the forthcoming new addition to the family.

In their search for a suitable interior design and renovation firm, Omar and Ling explored various local design firms before deciding on creative designer Ken from Areana Creation. Omar was expecting a lot of practical built-up carpentry, and the designer was able to translate his vision into 3D drawings based on their needs that were discussed earlier.

“A big family needs a big apartment. It is important to have a conducive environment where your babies

can grow up, where you can enjoy your free time, and where the children can sing and play. We wished to incorporate design elements of nature into the interior of the apartment,” says Ling.

With these requirements in mind, designer Ken and the couple visited ADMIRA to pick out their choice of materials for the new apartment. There, they met up with Jake, the Executive Director of ADMIRA, who guided the couple through the range of surfaces that ADMIRA had to offer.

“We were very satisfied with the design choices made during our trip to the ADMIRA showroom. Jake was very accommodating and knowledgeable in his design offerings, which made our selection a breeze. He shortlisted a few choices for us and recommended the latest trendy woodgrain designs based on our colour preferences that our designer can easily work with,” says Omar.

With the interior surfaces picked, the next phase was passed on to Ken’s carpenter, Mr Yuri Tan from D’Ark Interior Contractor. The built-up installation and renovation went without a hitch and was duly completed in July 2016.

Fast forwarding to October, the happy family settled into their cosy, spacious and classy home, in time for the arrival of baby Caesar.

BY ADMIRA



CHECK THE VIDEO HERE:

WWW.ADMIRA.SG/VIDEOS

**MY FIRST HOME:
THE BASSALTI FAMILY**

FEATURING:

CAC 1197 T | MAIZE
QBK 2709 N | AROMA WALNUT (DARK)
JBR 4599 G | GLOSS SNOW WHITE
QBK 2779 N | AROMA WALNUT (GREY)



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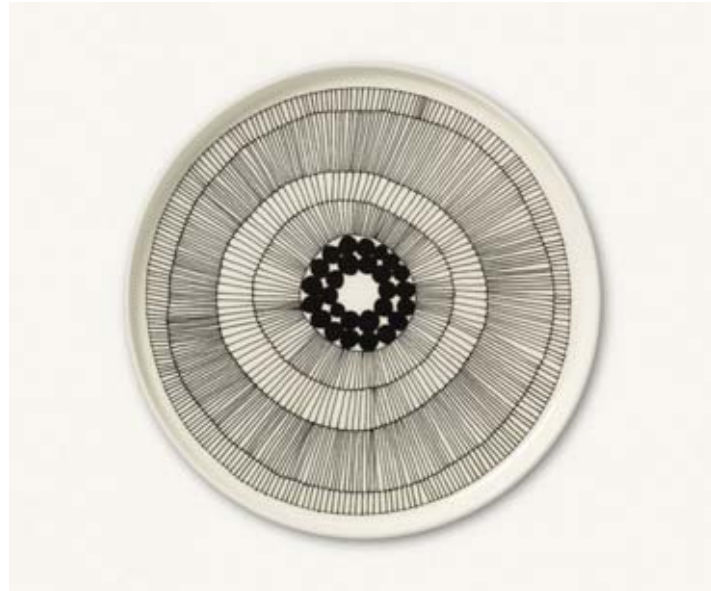
HYPE GET INSPIRED

TREND WATCH

MONOCIRCUS
KIKU PINK BROOCH+COMB
MONOCIRCUS.COM ▼



▼ MARIMEKKO
OIVA/SIIRTOLAPUUTARHA
WWW.MARIMEKKO.COM



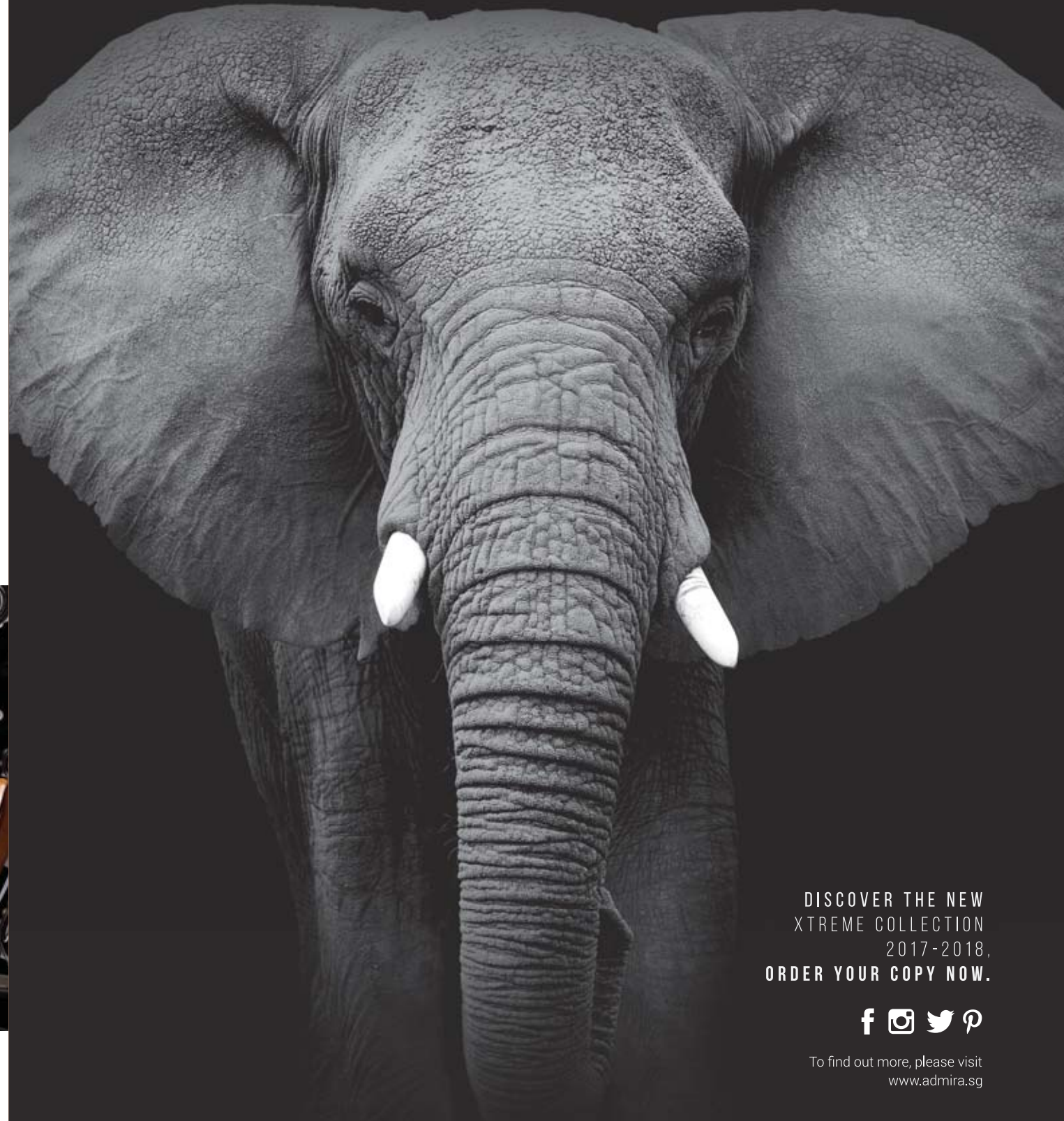
▲ JOSS & MAIN
AILA ARM CHAIR
WWW.JOSSANDMAIN.COM



▲ FERRUCCIO LAVIANI FOR CITCO
ORIENTAL - PAISLEY 3D TILE PATTERN
WWW.CITCO.IT

Xtreme

MATT · APPEAL · TRACELESS



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